



AGREEMENT MADE BETWEEN

WCBS-TV

524 WEST 57th STREET, . NEW YORK NY 10019

WCBS-TV

CONTRACT NO. REV.

1011-57971-1

DATE PRINTED

09/07/12

AND

PAGE 1

| | | | | | | | |
|---|-------------------------------|--------------------------|---------------------|------------------------------------|---------------------------------------|------------|--|
| 22426 | AGENCY (OR SERVICE) | | ACTING AS AGENT FOR | 303626 | ADVERTISER (OR AGENCY AND ADVERTISER) | | <div>Cancellation Notice</div> <div>Required</div> <div>Announcement 28 days</div> <div>prior notice</div> |
| NAME | MEDIA STRATEGIES & RESEARCH | | | GILLIBRAND FOR SENATE | | | |
| AND | 11350 Random Hills Rd Ste 670 | | | PO BOX 15734 | | | |
| ADDRESS | Fairfax | VA | 22030-7428 | Washington | DC | 20003-0734 | |
| | USA | | | USA | | | |
| CONTACT | Rachael Beale | | | PRODUCT Gillibrand for Senate 2012 | | | |
| LOCAL SALESPERSON | VINCENT MCCARTHY | AGENCY EST. NO. 11695 | | PRODUCT CODE | 1300 | | |
| NATIONAL SALESPERSON | | | | | | | |
| BROADCAST SCHEDULE STARTING 10/01/12 AND ENDING 10/07/12 NO. WEEKS: 1 | | | | | | | |

CBS Television Stations Standard Terms and Conditions for advertising shall apply.
NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

| ITEM | DAYS | SPOTS PWK. | TIME | | LENGTH | EFFECTIVE DATES | PROGRAMS | TOTAL BDCST. | UNIT RATE | TOTAL VALUE(1) |
|--------------|---------|------------|--------|--------|--------|-------------------|---------------------------|--------------|-----------|----------------|
| | | | FROM | TO | | | | | | |
| 1 LUR | 01010.. | 2 | 05:00A | 06:00A | 30S | 10/02/12-10/04/12 | 2 NEWS THIS MORNING 5-6AM | 2 | 600.00 | 1200.00 |
| 2 LUR | 11111.. | 5 | 06:00A | 07:00A | 30S | 10/01/12-10/05/12 | 2 NEWS THIS MORNING | 5 | 1200.00 | 6000.00 |
| 3 LUR | 11111.. | 5 | 07:00A | 09:00A | 30S | 10/01/12-10/05/12 | THE EARLY SHOW | 5 | 600.00 | 3000.00 |
| 4 LUR |1. | 1 | 06:00A | 07:00A | 30S | 10/06/12-10/06/12 | SAT MORNING NEWS 6-7AM | 1 | 500.00 | 500.00 |
| 5 LUR | 00001.. | 1 | 09:58A | 11:00A | 30S | 10/05/12-10/05/12 | LET'S MAKE A DEAL | 1 | 1000.00 | 1000.00 |
| 6 LUR | 10010.. | 2 | 10:58A | 11:58A | 30S | 10/01/12-10/04/12 | THE PRICE IS RIGHT | 2 | 1500.00 | 3000.00 |
| 7 LUR | 00100.. | 1 | 11:58A | 12:30P | 30S | 10/03/12-10/03/12 | NOON NEWS | 1 | 1000.00 | 1000.00 |
| 8 LUR | 10101.. | 3 | 02:58P | 04:00P | 30S | 10/01/12-10/05/12 | DR. PHIL | 3 | 1000.00 | 3000.00 |
| 9 LUR | 11111.. | 5 | 04:00P | 05:00P | 30S | 10/01/12-10/05/12 | JUDGE JUDY | 5 | 1400.00 | 7000.00 |
| 10 CDR-IP | 11111.. | 5 | 05:00P | 06:00P | 30S | 10/01/12-10/05/12 | 5PM EARLY NEWS | 5 | 3000.00 | 15000.00 |
| 11 | 11111.. | 5 | 06:00P | 06:30P | 30S | 10/01/12-10/05/12 | | 5 | 2700.00 | 13500.00 |

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION



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| | USA | | | USA | | | |
| CONTACT | Rachael Beale | | | PRODUCT Gillibrand for Senate 2012 | | | |
| LOCAL SALESPERSON | VINCENT MCCARTHY | AGENCY EST. NO. 11695 | | PRODUCT CODE | 1300 | | |
| NATIONAL SALESPERSON | | | | | | | |
| BROADCAST SCHEDULE STARTING 10/01/12 AND ENDING 10/07/12 NO. WEEKS: 1 | | | | | | | |

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|--------------------|---------|------------|--------|--------|--------|-------------------|---------------------------|--------------|-----------|----------------|
| | | | FROM | TO | | | | | | |
| CDR-IP | | | | | | | | | | |
| 12 LUR | 11010.. | 3 | 06:58P | 07:28P | 30S | 10/01/12-10/04/12 | INSIDER | 3 | 2400.00 | 7200.00 |
| 13 LUR | 10101.. | 3 | 07:27P | 07:58P | 30S | 10/01/12-10/05/12 | ENTERTAINMENT TONIGHT | 3 | 2400.00 | 7200.00 |
| 14 LUR | .1..... | 1 | 07:58P | 09:00P | 30S | 10/02/12-10/02/12 | NAVY NCIS | 1 | 20000.00 | 20000.00 |
| 15 LUR | ...1... | 1 | 07:58P | 09:00P | 30S | 10/04/12-10/04/12 | BIG BANG/ 2 MEN THU 8-9PM | 1 | 35000.00 | 35000.00 |
| 16 LUR |1.. | 1 | 07:58P | 09:00P | 30S | 10/05/12-10/05/12 | CSI NY FRIDAY 8-9PM | 1 | 15000.00 | 15000.00 |
| 17 LUR |1 | 1 | 10:00P | 11:00P | 30S | 10/07/12-10/07/12 | THE MENTALIST SUN 10-11PM | 1 | 20000.00 | 20000.00 |
| 18 LUR | 1111100 | 5 | 11:00P | 11:35P | 30S | 10/01/12-10/05/12 | LATE NEWS M-SUN | 5 | 3500.00 | 17500.00 |
| 19 LUR | 0000010 | 1 | 11:00P | 11:35P | 30S | 10/06/12-10/06/12 | LATE NEWS M-SUN | 1 | 3500.00 | 3500.00 |
| 20 LUR | 0000001 | 1 | 11:00P | 11:35P | 30S | 10/07/12-10/07/12 | LATE NEWS M-SUN | 1 | 3500.00 | 3500.00 |
| 21 LUR | 01100.. | 2 | 11:35P | 12:37A | 30S | 10/02/12-10/03/12 | DAVID LETTERMAN SHOW | 2 | 1800.00 | 3600.00 |
| 22 CSI MIAMI - LUR |1. | 1 | 12:05A | 01:05A | 30S | 10/06/12-10/06/12 | CSI MIAMI SAT 1205-105AM | 1 | 800.00 | 800.00 |

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**Cancellation Notice
Required**
Announcement 28 days
prior notice

ethnicity

| | | |
|------------------------|----|-----------|
| Total Contract: | 55 | 187500.00 |
|------------------------|----|-----------|

Billing Summary

| | <u>Oct</u> | <u>Nov</u> | <u>Dec</u> | <u>Total</u> |
|----------|------------|------------|------------|--------------------|
| Qtr 4-12 | 187500.00 | .00 | .00 | 187500.00 |
| | | | | GRAND TOTAL |
| | | | | 187500.00 |

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